

ABSTRACT

The rapid development of social commerce and real-time interaction through TikTok Shop has reshaped Generation Z's consumption behavior in Indonesia. This phenomenon not only provides a more interactive shopping experience but also significantly drives impulsive buying behavior. Consumer trust in platforms and sellers plays a crucial role in bridging social interaction with spontaneous purchase decisions, making trust a key element in strengthening digital engagement. This study aims to examine the influence of social commerce and real-time interaction on impulsive buying, with trust as a mediating variable. Data were collected through online questionnaires from Generation Z TikTok Shop users in Semarang City and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that social commerce and real-time interaction positively and significantly affect impulsive buying. Moreover, trust significantly mediates these relationships, reinforcing spontaneous purchase behavior triggered by social engagement and digital features.

The study concludes that trust is a critical factor in linking social commerce and real-time interaction with impulsive buying among young consumers. The practical implication highlights the importance for e-commerce companies to design marketing strategies that emphasize trust and real-time engagement, thereby enhancing digital campaign effectiveness, fostering consumer loyalty, and promoting responsible shopping behavior.

Keywords: Social Commerce, Real-Time Interaction, Trust, Impulsive Buying, Generation Z, TikTok Shop